INFORMATION LETTER

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Directors Honor Farm Youth Winner, Act on Range of Industry Problems

The program of the annual spring meeting of the N.C.A. Board of Directors in Washington, May 22 and 23, dealt with a wide range of canning industry problems and Association activities.

With President Edward E. Burns in the chair, the first session, an open meeting attended by N.C.A. Directors, Administrative Council, Committee members, state canners association secretaries, canning trade press representatives and guests of N.C.A. from the ranks of the supply industries and government, offered features and addresses representing such activities as the Canning Crops Contest, canner-grower relations, legislation, activities in furtherance of increasing canned foods usage, and technological research. At the closed executive session on Friday morning, other research matters were aired, the N.C.A. financial situation reported, and claims work, membership activities and initial plans for the next annual Convention were discussed.

On Wednesday, May 21, open house was held at N.C.A. headquarters for new members of the Board, who were conducted on a tour of the building facilities. Many of the Divisions had prepared graphic displays enabling the visitors to acquaint themselves with N.C.A. programs. Also on Wednesday, and at other times during the three-day period, meetings of these Association Committees were held: Raw Products, Labeling, Claims, and Consumer and Trade Relations. Some of the actions taken in the Committee meetings came through in the form of reports to the Board.

Open Session of Board

The Board session proper began with an invocation by Milan D. Smith of the Smith Canning and Freezing Company, Pendleton, Ore.

N.C.A. 1957 Financial Report

A copy of the audited financial statement of the N.C.A. for 1957 has been mailed to the headquarters office of each member.

President Burns then called A. Edward Brown, of Michigan Fruit Canners, Inc., to the platform and presented him with a testimonial scroll honoring his services as 1957 President of the Association.

Secretary of Agriculture Ezra Taft Benson made a felicitous speech paying tribute to James Thomas Wormley, 16, the Oswego, Ill., tomato grower who was champion of the 1957 Canning Crops Contest, and Wormley spoke briefly in acknowledgment.

President Burns then introduced Congressman Kenneth B. Keating of his New York State Congressional district, who addressed the canners on "The Application of the Antitrust Laws to Business."

Executive Secretary Carlos Campbell explained the over-all program the Association conducts for the purpose of increasing public acceptance and use of canned foods. Color slides with sound track, prepared by N.C.A.'s public relations counsel, Dudley-Anderson-Yutzy, illustrated the ways in which these efforts are directed to the different types of public audience.

Dr. Ira I. Somers, Director of the N.C.A. Research Laboratories, explained how the research programs of the Association are coordinated in the three laboratories.

H. Edward Dunkelberger, of the Office of N.C.A. Counsel, then reported on the Newark Food Law Case.

Executive Session of Board

At their closed session on May 23 the Directors received reports and acted on a number of items of N.C.A. business.

The Board elected George Gooding of California Packing Corp., San Francisco, Calif., and A. O. Verbeke of Libby, McNeill & Libby, Chicago, Ill., to fill vacancies on the Executive Committee, as recommended by the special Nominating Committee appointed by President Burns the day before. The Nominating Committee had consisted of Ivan Moorhouse, Olympia Canning Co., Olympia, Wash., as Chairman, and Robert Hutchinson, Michigan Fruit Canners, Inc., Fennville, Mich., and Dale G. Hollenbeck, Thornton Canning Co., Lodi, Calif.

The report of the Finance Committee, presented by A. Edward Brown, Chairman, recommended no change in the Association budget as it had been adopted in January at the Convention meeting of the Board, and this recommendation was approved. The Board had approved a deficit budget at its Convention meeting, with the understanding that it would be reviewed at the May meeting. Chairman Brown reported that the Finance Committee, after reviewing income and expenses for the first four months of 1958, again recommended no change in the budget. He reported that income now appears to be within about $104,000 of budgeted expenditures and that expenditures are being controlled.

N.C.A. Vice President Norman O. Sorensen, who serves also as Chairman of the Convention Program Committee, presided over a discussion by the Board of industry needs at its annual convention. Mr. Sorensen announced that the 1959 Convention has been scheduled for Chicago February 21-24, and that details of planning for that and future annual meetings are being worked out in accordance with the needs and desires of members.

Also, the Board took the following action:

Received a special report on the work of the N.C.A. Research Laboratories, by Dr. Ira I. Somers, Director,

and J. W. Bell, sanitarian in the Washington Laboratory;

Received a report on N.C.A. Claims work, by A. L. Koch, Chairman of the Claims Committee;

Received a report on industry concern and N.C.A. activity in connection with the FDA proposal on DDT pesticide tolerances on corn, by Dr. C. H. Mahoney, Director of the Raw Products Research Bureau;

Elected A. Edward Brown, Michigan Fruit Canners, Inc., Benton Harbor, Mich., to be a trustee on two Association trust funds—for employee retirement and the indenture for consumer claims—to replace the late Marc C. Hutchinson, as recommended by the two other trustees, Emil Rutz of Schuckl & Co., Inc., Sunnyvale, Calif., and Ralph O. Dulany of John H. Dulany & Son, Fruitland, Md.; and

Confirmed the action of the Executive Committee in approving Boards of Arbitration which had been appointed by the National-American Wholesale Grocers Association, U. S. Wholesale Grocers Association, and National Food Brokers Association.

Industry Boards of Arbitration in the principal commercial areas of the country are established each year pursuant to Rules of Arbitration adopted by the N.C.A. a number of years ago. The local Boards are empowered to settle disputes by arbitration when the parties to a dispute have agreed to that method of settlement. The Rules provide for appointment of the Boards by the N.A.W.G.A., U.S.W.G.A., and N.F.B.A.

Presentation of Canning Crops Contest Award

By The Honorable Ezra Taft Benson, Secretary of Agriculture

This is the second time I have had the honor of presenting a championship award to the winner of the Canning Crops Contest on behalf of the sponsors, the National Junior Vegetable Growers Association and the National Canners Association.

During the three years it has been in existence, the Canning Crops Contest has truly become national in scope. Up to 500 young people, from coast to coast, have participated in this worthwhile activity, learning the ways of Nature while contributing to the food needs of our country.

It is national in scope also in the sense that the 750 firms which participate as sponsors pack 80 percent of our total annual volume of canned foods.

To be the top performer in a field of 500 contestants is quite a feat.

And it takes a real champion to get off the floor after a knockdown and achieve victory against great odds.

That is exactly what the young man we are honoring today did. Jim Wormley of Oswego, Illinois, had his heart set on winning the 1957 National Canning Crops Contest.

He applied all the knowledge he had learned as a 4-H Club member and as a member of the Future Farmers of America. The latest in vegetable-growing techniques were put to use by this young farmer who valued the knowledge made available by modern research.

His two acres of tomatoes were laid out with loving care, for Jim had his sights set high.

Then came a crushing blow. A hard frost killed his plantings. Well, that can happen to any farmer—young as well as old. Jim replanted his acreage and devoted much hard work and all his skill over the following weeks to those fine tomatoes.

It pays off—this business of not allowing yourself to be licked—and todays we are honoring a real champion, Jim Wormley.

Acceptance of Canning Crops Contest Award

By James T. Wormley, Winner of the 1957 Canning Crops Contest

I would like to thank the National Canners Association for their unfailing efforts in promoting the Canning Crops Contest with the National Junior Vegetable Growers Association. It certainly has paid off for me.

I would like to give credit to my Dad and my Mother who were constantly supporting me, and also to the Campbell Soup Company's fieldman, Mr. Browning, and to Mr. Don Jones, secretary of the Illinois Canners Association, who twice entertained me in Chicago, and this was a great incentive to me to go on and win this award.

Once again I would like to thank the National Canners Association for this trip to Washington which I am enjoying, and Dr. Crosby has been escorting me around. Thanks a lot.

James T. Wormley, 16, of Oswego, Ill., winner of the 1957 Canning Crops Contest co-sponsored by the N.C.A. and N.J.V.G.A., receives N.C.A.'s national championship plaque from the Secretary of Agriculture, Ezra Taft Benson, as N.C.A. President Edward E. Burns looks on. The presentation was made in special ceremonies during the annual midyear meeting of the N.C.A. Board of Directors.

The plaque reads: "N.J.V.G.A. National Canning Crops Award of 1957, Contest Winner James Thomas Wormley, Oswego, Illinois, for Outstanding Performance, Presented by National Canners Association, May, 1958."

The Application of the Antitrust Laws to Business

By the Honorable Kenneth B. Keating, Representative from New York

It is an article of faith among the American people that the aims of political and economic democracy can be best achieved by fostering a competitive free enterprise system. The Sherman Act, the Clayton Act, and the Federal Trade Commission Act are the legislative expressions of this belief. These Acts implement the principle that enterprise and initiative should have opportunity to compete in a free market without fear of restraint by monopoly methods. From this standpoint, these Acts are both a Magna Charta for business and a guaranty to the public that the competitive system will not be circumvented by the devices of collusion or concentration of control.

The Sherman Act was a direct outgrowth of the abuses of certain large business trusts during the late 1800's. The bill was originally introduced by Senator Sherman who was then Republican Senator from Ohio, and who later served as both Secretary of State and Secretary of the Treasury. It was approved by Congress with only one dissenting vote in the Senate and no dissenting votes in the House. And ever since, with the exception of abortive attempts in the 1930's to force restrictive codes on American industry, this Act has served as the mainstay of the nation's economic philosophy.

When properly administered, the antitrust laws do not in any sense operate as anti-business laws. On the contrary, they serve to strike down anti-business practices which would otherwise prevent private enterprise from fully developing our economic resources. They operate in effect as the governmental remedies for maladies threatening healthy and free competition.

Moreover, it is a mistake to conceive of the antitrust laws as anti-big-business laws. There is no doubt in my mind that in many industries bigness is absolutely essential to inventive and efficient operations. The national distribution of products, the development of new devices such as missiles and rockets, and the furnishing of utilities such as electricity, in many cases require large corporate organizations. The resulting concentrations of economic power, of course, must be carefully scrutinized. But they must not be evaluated by a jaundiced eye which automatically translates bigness into badness.

The present Administration has pursued a vigorous but fair antitrust enforcement program. While maintaining a careful surveillance over key industrial enterprises, it has avoided the fallacious view that mere size is an offense. It has concentrated its efforts on means of eliminating abuses of economic power and not on ways of punishing necessary industrial developments. I hope that the distinction will always be maintained between expansion with an intent to monopolize and restrain competition and growth as a natural response to Twentieth Century demands on our industrial know-how, capacity, and objectives.

The House Antitrust Subcommittee, of which I am a member, has conducted several hearings during this session of the Congress. Most of these have involved investigations of an industry, such as television and airlines, rather than particular legislation. We did, however, conduct extensive hearings on a number of bills dealing with organized professional team sports. As a matter of fact, about the only antitrust legislation which I expect to reach the floor during this session of Congress is that dealing with sports.

The Committee sharply divided over the sports antitrust bills with only a bare majority supporting a bill subjecting every sports practice to judicial review under antitrust standards. Personally, I am convinced that such a bill would do immense harm to our national games and is completely unwarranted. This is a case in which the attempt to apply antitrust standards may actually defeat professional sports' own efforts to preserve playing competition. This is because, to achieve competition on the playing field, all professional sports have found it necessary to engage in some practices with regard to the employment of players, the right to operate in protected geographical locations, and limitations on the size of teams which are restrictive in character. The hearings before our Committee demonstrated that these practices actually promote rather than destroy competition among the teams. Under these circumstances, only some kind of theoretical nonsense can be offered in support of an extension of the antitrust laws to sports.

Sports are only one example of the old adage that even a good thing can be carried too far. The law books abound with illustrations of case after case in which Congress has seen fit to modify the impact of the antitrust laws on particular industries or practices and to totally exempt others. Indeed, I am certain that far more pages of any compilation of the antitrust laws would be devoted to exceptions than to prohibitions.

The exceptions from the antitrust laws demonstrate two facts about legislation in this field. The first is that economic theory and public policy do not always coincide; the second is that the antitrust laws, while vital, are not the sole means of preserving our democratic society. From the point of view of economic purists, such considerations are irrelevant. But legislation is never framed within the narrow and coldly logical limits of a single objective. As Congressmen we frankly are concerned with more than just economic theory. We are also concerned with the social value, the popular sentiment, and similar factors in determining the wisdom and utility of any particular enactment.

KENNETH B. KEATING

In my opinion, the *enforcement* of the antitrust laws must likewise be carried on within the framework of our over-all national objectives. In these critical times it is particularly important to avoid any interference with defense production or developments through misguided enforcement policies. This is not to say that firms engaged in defense work should be immunized from the antitrust laws. I simply suggest the importance in such cases of reconciling our national defense and antitrust objectives so that whatever relief is obtained will not jeopardize our technological progress.

An example of what I am talking about is afforded by the AT&T case which the Committee is now studying as part of its investigation of the consent decree program of the Department of Justice. The complaint in that case filed in 1949 sought to divorce the manufacturing arm of the Bell System (Western Electric), from the service and research arms. It was filed without any consideration of the effect of such divorcement on the very substantial defense work in which Western Electric was then engaged in partnership with the other divisions of the Bell System. This was so despite the fact that the Atomic Energy Commission and other defense agen-

cies at the very same time were calling upon AT&T to undertake vital projects primarily because of its integrated manufacturing, research and service facilities. The spectacle presented by such conflicting governmental actions is obvious.

After the suit was filed, every service Secretary joined in a letter to the Department of Justice from the then Secretary of Defense Lovett pointing out the danger to our defense effort posed by its unilateral action. Even though this was the only such letter written by Secretary Lovett after World War II, it obviously was received with cynical detachment by the Department attorneys then engaged in the case. With an almost perverse deliberateness, they made it clear that defense considerations were of little moment to them.

What disturbs me about the hearings on the AT&T case is the impression some observers apparently have that the Committee approves of this pigeon-hole enforcement attitude. There may be some justification for this impression in the harsh questioning a number of witnesses have been subjected to for suggesting that defense impact should be considered in prosecuting antitrust cases. But I have no doubt in my own mind of the relevancy of defense considerations. And I will resist any attempt to force the Department of Justice to ignore the Department of Defense or any other government agency in carrying out its responsibilities. I do not believe that legislation is now necessary to assure coordination between the various agencies of the government, but if it were, it would not lack supporters in the Congress.

There are several other pending legislative proposals which I would like to discuss briefly with you. Let me make it clear, however, that I do not appear before you as a special pleader on any of these matters. People with equal devotion to our antitrust laws can and do sharply disagree about their merits, and I offer these comments only to illustrate the complexity of legislative decisions in this field.

One long pending bill is designed to modify the so-called good faith defense to price discrimination. Broadly speaking, under the present law discriminations in price between different purchasers are unlawful if the effect of such discrimination is to lessen competition or tend to create a monopoly. However, an exception is made for situations in which the seller can show that an otherwise discriminatory price to a purchaser was made in good faith to meet an equally low price of a competitor. The Supreme Court has held that this exception is absolute; in other words, that a price reduction for the purpose of meeting an equally low price of a competitor is lawful without any inquiry as to the effect of such a reduction on competition among either the purchasers or the sellers in the industry involved. In essence, the objective of the pending bills is to eliminate the good faith defense where it can be shown that the price reduction may substantially lessen competition or tend to monopoly.

Both the opponents and proponents of these bills claim support for their arguments in the antitrust laws. The proponents point out that both mergers and exclusive dealing arrangements are prohibited under present law where their effect may be to substantially lessen competition. They contend that it would be inconsistent to prohibit mergers and exclusive dealing arrangements under such circumstances while permitting price discriminations under the same circumstances. Their view, in short, is that the protection of the competitive economy from substantial injury must in all cases be the paramount goal of the antitrust laws.

On the other hand, the opponents point out that the basic economic purpose of the antitrust laws is to allow prices to be determined by market conditions with a minimum of restrictive impediments. They contend that unless a seller has the unbridled right to meet a competitor's price, this basic purpose will be frustrated. And it is on that premise that they distinguish price discriminations to purchasers from exclusive dealing and merger practices.

I have received mail on both sides of the issue. Some letters have assured me that these bills would destroy the independent small businessman, force prices up, and undermine our whole system of free enterprise. Others have asserted with comparable equanimity that passage of these bills is imperative to keep the small fellow in business, to bring prices down, and to save our system of free enterprise from monopolistic control.

I welcome letters from people and groups interested in the problems before Congress. I appreciate and always consider expressions of opinion from organizations such as yours which have special facilities for a thoughtful articulation of your point of view. However, you can readily understand the difficulty a Congressman faces in voting for or against a measure so hotly advocated and deprecated by parties equally interested in our fundamental antitrust objectives.

Another pending legislative proposal about which there has been much controversy is a bill to amend the Clayton Act so as to require advance notice of proposed corporate mergers. This bill would in no way change the present standards for determining the legality of any merger. It would, however, greatly improve upon the present machinery for reviewing mergers of doubtful legality before they are consummated.

I fully recognize that many mergers are entirely justified and either have no anti-competitive effects or actually improve prospects for effective competition in an industry. On the other hand, it cannot be denied that some mergers are monopolistic in both design and tendency. The increasing number of corporate mergers in recent years has made it unduly difficult to scrutinize these transactions with the degree of vigilance and discrimination required to separate the harmful from the beneficial transactions. This is a weakness in our antitrust enforcement machinery which I believe should be corrected.

Legislative proposals in the antitrust field will always have my special attention. Those which will further the public interest in the maintenance of fair and effective competition and freedom of action in the business community will have my unbending support, while those which are merely disguised attempts to unjustifiably extend bureaucratic controls over the economy of the country will have my unyielding opposition. And in studying all such proposals I will ever be guided by my fundamental belief that our free enterprise system is the best ever devised by man.

The Program for Increasing Public Acceptance of Canned Foods

INTRODUCTION

By Carlos Campbell,
Executive Secretary
National Canners Association

The addition of $3 billion to the gross product is not the only contribution the canning industry makes to our national economy. Another measure is the value that accrues to the consuming public by virtue of the fact that fruits and vegetables and other perishable foods are made available throughout the year. Or, as we sometimes say, the harvest period is lengthened from the two or three weeks provided by nature to 12 months around the calendar.

The National Canners Association has as one of its chief objectives the responsibility for assisting the consuming public to appreciate and take advantage of that value. In other words, one of the principal jobs that the Association does is to maintain and improve the consumer acceptance of canned foods.

The canning industry and the trade association that serves it, the N.C.A., has great faith in the judgment of

the housewife when it comes to the selection of foods for herself and family; provided, of course, she has all the facts that are necessary to exercise judgment. The immediate task is, therefore, one of making sure that the housewife has all of the facts regarding canned food that will create for her the proper climate in which to exercise sound judgment. The process of supplying the consumer with that information we call "consumer education." Now, as everyone knows, the process of education involves not only the supplying of accurate information regarding the characteristics of canned foods, but also involves the process of exploding erroneous conceptions that have been acquired over the years through the dissemination of misinformation. A few short examples will suffice to illustrate the aggressive and defensive approaches to consumer education.

The N.C.A. Research Laboratories are constantly engaged in processing research for the canner designed to retain the goodness that nature provided in the raw product. The consumer, as the chief beneficiary, is entitled to know of the progress made in this field.

Consumers are more finicky about their food than anything else they buy. Consequently malicious rumors based either on loose gossip or naive ignorance can, if allowed to spread, create immeasurable damage to the reputation and public acceptance of canned food. The Association, through its Information Division, tracks down malicious rumors and attempts to correct them through substitution of scientific facts. The Association also, through its Claims Division, vigorously resists unwarranted claims against canned foods and thus reduces to a minimum the claims racket against canned food; and along with this minimizes the destructive publicity that usually attends such claims.

A number of other examples could be cited, but the above suffice to illustrate two types of educational approaches.

In the case of the positive approach to this educational program, there are a number of steps, each of which is as essential to the entire job as one link of a chain is to the whole. First there is the source of the factual information regarding the characteristics of the canned food. There is then the preparation of this information in a form that will be easily disseminated to and effectively received by the consuming public. And the third step is the medium through which this information is communicated to the public. Consumers may, through their own experience of eating canned foods, learn of these characteristics, but that is a slow process. In other fields of education, if forced to rely on experience alone as the means of acquiring knowledge, we would not make much progress. Real progress comes from learning from others. It is this "learning from others" that we depend upon to educate the consuming public regarding canned foods.

For many years the Association took care of the number one ingredient in the above formula very well; that is, dug up all of the facts regarding canned foods and made them available. But we soon discovered that we had a warehouse full of good facts about canned foods but inadequate facilities to distribute these facts to the consumer, particularly in the form in which she could absorb them. To improve this situation, our system of communication needs to be expanded. The N.C.A. Consumer Service Division, which has for 30 years been planting the seeds of canned foods knowledge in the schools and through scientific groups, newspapers and other media reaching the consumer, is continuing to expand its efforts in these fields.

A perfect system of communication that is highly successful with all of the various consumer groups is, however, never achieved. All we can hope to do is to work toward that perfection. We found a few years ago that we had quite a long way to go and that there were many areas in which we could improve our communication system. Thus we sought the advice and counsel of experts in that field. Our public relations agency, Dudley-Anderson-Yutzy, has helped us to improve our system of communications to the consuming public in a number of ways, only two of which I need mention at this time.

The first essential is to attract the attention of the person or persons to whom the subject matter is directed and to use language in the preparation of the message that is understood and will be absorbed by the reader or listener. To achieve a high degree of efficiency in this first essential step required the professional touch. N.C.A.'s own professional staff members operating in that field have had their vision materially broadened and their effectiveness definitely improved by the assistance that D.A.Y. has provided.

The other area in which the professional public relations agency has been of assistance is in obtaining the cooperation of the various media in establishing a better line of communications between the industry and the consuming public.

It should be evident from this brief description of the Association's efforts to maintain and improve the public's acceptance of canned foods that this whole operation properly belongs in the field of education. Some people have referred to it as "promotion." Actually that is not a proper description of what the Association does. Promotion carries with it the connotation of pushing a given product upon the consuming public with the pushing effort being directed at the whole public without selectivity.

I like to think of the N.C.A. operation as being one that works solely with the demand side of the picture and, by the creation of the correct information atmosphere enables the consumer to exercise sound judgment in the selection and purchase of food. We feel confident that if this job is done honestly and efficiently it will result in broadening the base of consumption of canned foods among the consumers of the nation; in other words, to activate the potential demand that lies dormant among non-canned food users and for long periods of time among infrequent users. We also believe that even the everyday users of canned foods will buy and use more if they are acquainted with all of their advantages. This we hope to achieve by the activities which will now be described for you:

Slide Presentation

[Following is the sound track for 60 illustrative color slides shown to the N.C.A. Board of Directors:]

"Target for Tomorrow"

"The United States of America—1958 population, 173,000,000; expected population by 1965, 200,000,000.

This is the canning industry's market, the buying audience for products which meet consumer needs with the infant's first ounce of evaporated milk and provide nutritious food for an entire lifetime.

This 173,000,000 market is many markets; many markets geographically and many markets sociologically. Fortunately the canning industry with its national scope, its myriad products and its breadth of interest has facets which appeal to each special group.

In an effective public relations program—one that sells ideas and products—markets are no longer cities or salesmen's territories. Markets are people, and people are markets. Who are these people which make up the canning industry's markets?

They're city dwellers—44 million of them; suburbanites—50 million more; they live in smaller cities outside the reach of big city influence—33 million of them; and 26 million live in villages and small towns, also outside of big city influence; another 20 million are farm dwellers.

So much for where they live. Now let's consider the economic and social facts of life which make them separate markets.

The labor force accounts for 70 million and 21 million are working women; 50 million are parents of preteen age children; 17 million are teenagers; and 14 million are people over 65 years of age. The Negro market accounts for 18 million, foreign born whites over 10 million, and the Jewish population numbers 5 million plus. And each has its own special avenues of communication.

When it comes to audiences for the canning industry, we must also consider the people with special vocational interests that help make our industry great—the growers, horticulturalists; machinery manufacturers; legislators and government officials; brokers, wholesalers and retailers who offer our products for sale.

We tailor the canning industry's story to each group separately. Every one of these special audiences is the concern of the National Canners Association and each one is the target of its public relations activities. No blanket approach can effectively reach all of them; each requires the kind of presentation which recognizes its special needs and interests.

Let's try to visualize one of these special audiences. Let's look at who they are and how they think; and how they and canned foods are brought together.

We've chosen the teenage market because it's important, because it is relatively untapped, because it is challenging. You remember we said that we have 17 million teenagers in the 13 to 19 age group. By 1965, or just 7 short years from now, that age group will increase in size by 70 percent to a total of 28,900,000. The baby boom of the '40's has entered teenage and is swelling the ranks of our youngest buying audience.

Not only do they eat a lot, but, the experts tell us, they exert a strong influence on family food purchasing. They themselves buy food to the tune of an $8.58 checkout slip each week, or 25 percent of the family food budget. They cook, they plan meals, they choose brands, they give parties. And the party food is apt to cost nearly $15. Perhaps even more significant is that they have opinions (particularly about food) and they are listened to at home. They are curious, they revel in newly gained independence, they are eager to try new things—especially those approved by their peers.

Every year a half-million teenagers get married. Over 50 percent of the women married in a single year are under 20, with 18 the most common marrying age among girls.

Youth market researchers tell us that the teen years are best for establishing product loyalty. It costs seven times as much to switch loyalty later on. The product which makes the *first* impression does it for only $1 compared with the $7 it costs to change that impression.

Teenagers, obviously, are important to the canned foods industry. Food service patterns established today are likely to stay with them for the rest of their lives. They need to know about the quality, the nutritional values, the variety, economy, convenience, safety, availability and flavor we provide in the hundreds of canned foods offered to them. Perhaps most important, they need to have pride in the canned foods they eat and serve. In short, they need to be told the same basic story we tell all our audiences—the working women, the suburbanites, the retail grocers. But they need to be told the story differently.

Science, research and development, the modernness of canned foods; these are important to teenagers. Glamour, fun, parties, the easy way to make dishes everyone will admire; these are important to teenagers. Knowing that canned foods belong and keep up to date in an age of pizza pies and TV dinners; these are important, too. How is it *to be* done? How is it *being* done?

Home economics classes are a direct channel to a certain select segment of the teenage market—the girls and a few boys who take home economics as part of their school curriculum. They are reached by the special publications in the home economics field.

Other media in the teenage market hit even broader segments of the 17,000,000 audience. National magazines include *Seventeen*, *Miss*, *Calling All Girls*, *Scholastic*, *Scholastic Roto*, *American Girl* and *Boy's Life*. Many newspapers have special teenage columns or sections, edited in some cases by teens themselves.

Youth groups such as 4-H and FFA, Girl Scouts, Boy Scouts and Campfire Girls can use special program ideas. High school assemblies and other classes are avenues through which to approach the teenager. Disc jockeys and TV shows also have their impact.

For the older teenage girls, who are fast becoming young marrieds, there are other publications of interest. *Charm* and *American Home* are favorites; *Modern Romances* has a million readers, many in their teens. *True Story* and *Redbook* and the movie magazines have large segments of teenage audiences.

So much for the basic avenues of approach to the teenage market. Now for the big question of how N.C.A.'s many activities and themes get translated into teen language—bop talk.

First, the work of N.C.A.'s many divisions contributes to the story. Things accomplished in research, in raw product improvement, in labeling, in home economics all play a role in building feature materials to promote canned foods in ways that will capture the attention of this eager young 17 million audience.

The Research Laboratories, for example, in devoting themselves to improving processing methods and quality of canned products, provide the scientific basis from which to develop articles of interest to Sputnik-oriented youth. Perhaps such information ends up in as simple an approach as "CAN You Tell?" in *Co-ed*, or "The Truth and the Lies About Canned Foods" in *Modern Romances*, but it makes its point with teenage readers.

The work of the Raw Products Research Bureau may be translated into films like "The Story of John Porter" and "Dear Eddie," into television program ideas like one built on the achievements of Liberty Hyde Bailey, the father of horticulture; into the many facets of the Canning Crops Contest. All of these public relations approaches tell the story of horticulture and how exciting it can be as a career or a hobby. But in a subtle way, every article, every film, every radio or TV script builds prestige for the canning industry and its products.

N.C.A.'s labeling service provides background for informative service-type materials which are valuable in home economics classrooms, club programs, articles and films.

The Information Division presents basic facts in booklets like "The Canning Industry," especially designed to serve as a reference for the student. School, college and public libraries all contain copies, and many high school themes and college term papers are documented with the facts it contains.

The Consumer Service Division performs all home economics functions for N.C.A. such as developing and distributing educational teaching aids, photos and recipe releases for radio and TV, food editors and the institutional food service field.

The translating of materials and information from all N.C.A. divisions into special approaches to the teenage and other markets is the function of the Consumer and Trade Relations Program. Whether statistics, or laboratory research, or recipes, they are worked into appropriate material beamed at teenagers through magazines, teen columns, disc jockeys and TV programs.

C. & T.R., for instance, organizes special projects such as on-the-spot coverage of the Girl Scout Round-up, or the canned foods story from the Mayflower II. Last summer's transatlantic crossing and the authentic reports from N.C.A. of how canned foods made life endurable, captured the attention of all adventure lovers and students of American history. And you know how kids like a good movie. "The Three Squares" tells the complete story of the canning industry in the rapid fire language of the jet pilot era.

Yes, N.C.A. reaches the teenagers in a wide variety of ways which helps them appreciate canned foods and use them enthusiastically for all sorts of occasions.

N.C.A.'s story is similarly tailored for every special audience. For parents, canned foods are discussed in terms of the nutritional needs of growing children, the variety and availability which help develop good eating habits. For working women, the emphasis is on the glamour meals which can be prepared in double quick time by using canned foods and adding

the creative touch. For suburbanites canned foods are recommended for outdoor barbecues, for easy entertaining, and for picnics. For farm families, convenience and economy become important, together with the fact that commercial canneries pick and pack at the peak of perfection, maintaining maximum flavor and nutrition.

The businessman respects N.C.A. for its forthright stand on issues affecting the canning industry. The retail grocer appreciates canned foods as the backbone of his profit structure thanks to N.C.A.'s leadership in promoting good trade relations for the canning industry.

Whatever the special interest group to be served, N.C.A. with the help of its entire organization, builds the right approach and communicates it to the right audience.

You might say, to sum it all up, that the canning industry's sales target for tomorrow is N.C.A.'s public relations target for today.

A Coordinated Research Program

By Dr. Ira I. Somers,
Director, Research Laboratories,
National Canners Association

When the office of Director of Research Laboratories for the National Canners Association was established last year the objectives of this office were set forth as follows:

1. A closer coordination of activities in all three laboratories.

2. The determination of research and service needs of the industry and the initiation of programs to supply these needs, either within N.C.A. or by outside agencies.

3. The publication and distribution of N.C.A. research results in a manner and at a level to reach the people most able to use them; for this purpose making use of newsletters, talks at canners' meetings, industry conferences, and personal visits.

4. The initiation and coordination of contacts with governmental or other agencies on technical matters.

In the report which follows no attempt will be made to cover all aspects of the N.C.A. research program. Instead, emphasis will be on specific examples which show how the above objectives are being met.

Coordination of N.C.A. Research Laboratory Activities

To obtain maximum value from N.C.A. research activities the three laboratories are being coordinated into a closer-knit functioning organization. As the first phase of this coordination, the operations of the Northwest Branch have been put on the same basis as those of the other two labs, with corresponding committees, project planning and reporting. For the first time in the history of the Association, the Northwest salmon work was included in the Annual Research Report.

The Director is keeping in close touch with the activities, staffs, and facilities of the three laboratories by periodic visits, frequent communication, and weekly review of copies of correspondence, all considered necessary steps in the program of better coordination. It is believed that much of the research work can be still more closely coordinated and in some cases even integrated to produce a better over-all program. Some good examples of integrated research are already showing up. For example, the Washington Laboratory has a project for studying struvite crystal formation in canned sea foods and, while it is primarily a project of this group, packs made from frozen Japanese tuna were needed to complete the picture. The Northwest Branch Laboratory seemed the logical group to obtain these samples. They were therefore brought into the picture and have since made extensive packs using several chemicals and various packing techniques that may influence the crystal formation. The lots they prepared have since been shipped to the Washington Laboratory where they will be analyzed along with samples of sea foods from other areas. A nationwide approach to this problem without excessive expense was made possible by this coordinated effort.

Cooperation has been extended in the other direction also. The Northwest Laboratory is studying the bluing of crab meat but lacks the facilities for a thorough survey of the literature. This survey was therefore made for them by a staff member of the Washington Laboratory where more extensive library facilities are available.

The decision to launch an active sanitation program in the East similar to that being carried on in the West, beginning with several industry conferences, suggested that inter-laboratory cooperation would help to get the show on the road without duplication of experience already gained by the Western group. Staff members of the two laboratories were therefore brought together following the N.C.A. convention to work out the program and develop the necessary illustrative material. After the general outline of the program was set up, the slides on hand in both labs were reviewed and plans made for exchange of copies. As a result, many of the slides used in the Eastern conferences were obtained as copies of those already available in Berkeley.

Three of these sanitation conferences have been held in the East to date as a joint effort with the state canners associations, and the reception has been most favorable. It would not have been possible to start out with such a full-scale production without the help received from the Western Laboratory.

The occasions for coordination of activities between laboratories are frequent. This is especially true for the Washington and Berkeley Labs because of the similarity of their programs, and the instances mentioned here are given only as examples of how this is being done. Through these many inter-laboratory activities and the opportunity for an over-all director to shift work and emphasis, depending on the circumstances, it is believed the objective of having laboratories function as *one organization in three locations is being accomplished.*

Initiation of Research and Service Programs to Meet Industry Needs

Maintenance and improvement of quality in canned foods are continuing objectives of the N.C.A. Research Laboratories, and in furtherance of these objectives two fundamental projects are being initiated this year on color and flavor retention in canned foods. Both of these factors are considered basic in consumers' ultimate evaluations of the product. The color project has been placed with Dr. Emil Mrak's staff at the University of California. They are well qualified in this field and have the equipment for doing the job.

The flavor work is being made a joint effort between N.C.A. and the Western Utilization Research Branch of USDA. The N.C.A. has employed a qualified biochemist for the job, who will work in the USDA laboratory using their many specialized facilities at no cost to the Association. In addition, USDA staff members will supervise and work along with the N.C.A. man. This will result in uninterrupted attention to an important problem, and having our own representative on the team will assure research on products of direct interest to the canning industry. Such projects could not be carried on in the N.C.A. laboratories without the acquisition of some very expensive analytical equipment, because promising paths for research of this nature have been opened up only by the development of entirely new techniques.

An added advantage of "farming out" such work is the extra time and attention such projects receive from people in addition to those actually being paid to do the work. When properly supervised, such programs yield returns far more than might be expected from the money spent.

The problems relating to water shortages in canneries are becoming increasingly serious, but the cost of the necessary studies for conservation of water is high in proportion to

the funds which are appropriated for the entire research program. Solution of this problem received considerable impetus last year when a grant from the U. S. Public Health Service for work on water conservation in canneries was obtained through the coordinated efforts of the Washington and Berkeley Laboratories. The grant, in the amount of $45,000 to be used over a three-year period, was awarded to the N.C.A. Western Research Laboratory and is being used to greatly expand the limited program previously under way.

Disposal of liquid wastes from canneries is a serious and threatening problem, but the costs of conducting research in this field are great and for the most part beyond the reach of the budget of the N.C.A. For the past two years the Washington staff has worked with the industry in the coordination of a waste disposal project at Manhattan College, conducted under a contract with USDA Eastern Utilization Laboratory. Last fall the industry was informed that this project would not be continued because it could not be justified as an activity for the Utilization Branch even though the needed work was well started. Since that time the NCA staff, in cooperation with the industry, has been working on the possibility of initiating a project on land disposal of liquid cannery wastes in the program of the Drainage and Irrigation Section of USDA. This Section has the background to conduct research on this problem and its staff would welcome the means of doing so. The job confronting our own staff has been that of getting the necessary funds transferred to this group within the Department of Agriculture. Money can be made available if sufficient justification is given for the transfer and a great amount of work has been done in an effort to furnish this justification.

Early this year the Association was contacted by a representative of the Quartermaster Food and Container Institute, who requested that N.C.A. undertake a project for developing the necesary fundamental data to assure safety from all strains of *Clostridium botulinum* in the radiation sterilization of foods. After a review of the project with the Berkeley and Washington staffs it was decided that the Western Laboratory would make application for a grant to do this work. They have since been awarded a contract of $23,000 for determination of the lethal radiation dosage for the many strains of *Cl. botulinum*. Without this information the proposed Radiation Center at Stockton, California, could not operate with assurance of safety from this type of food poisoning. The Washington Laboratory has been working on a related phase of the same subject under a similar contract, and its experience proved useful in drafting the new contract. Liaison between the two Laboratories on this project will be continued.

Service projects and activities which have proved successful in one area are being initiated in the program of the other laboratories. For example, some realigning of the service efforts of the Washington Laboratory are being made for the 1958 season based on experience in the West. With the addition of a sanitarian to the staff, field work will be directed toward an extensive coverage of the membership using the sanitarian and a bacteriologist as a team. As many members as possible will be contacted for the purpose of consulting with them on their problems, reviewing their canning lines, and making sanitation surveys. This will be in contrast to setting up the mobile field laboratories in one or two places for detailed bacteriological studies of nearby canning lines. It is believed that the experience and information gained over many years of field studies should qualify the staff to make recommendations for avoiding or eliminating spoilage without extensive bacteriological tests.

Publication and Distribution of N.C.A. Research Results

Early last year a monthly technical newsletter, *Research Information*, was started, with issues being published alternately by the Berkeley and Washington Laboratories, and with news from the Northwest Branch included in the West Coast issues. This publication has been highly successful and enthusiastically received, and its mailing list now numbers over 1,500. It serves to keep members and their technical personnel informed of N.C.A. research results and is a good medium for highlighting other technical information of interest to the canning industry. Many requests have been received for additional information on subjects only briefly mentioned in the newsletter. In this way those interested can be furnished detailed reports without the expense of a general mailing. This publication has done much to establish and improve relations between the laboratory staffs and technical people within the industry.

The format for the 1957 Annual Report was changed considerably from that of previous years with the hope that it would be read more generally and thus better present the research story. Reports of the various activities were grouped under topical rather than functional headings as has been done in the past, in order to show more clearly the relationship of each project to the over-all objective of quality in canned foods. By doing the printing in our own shop it was possible to include a great many photographs at less total cost than would have been required for an outside printing job.

It was recommended by the Scientific Research Committee that every opportunity be sought to explain the research program to the membership and let them know what the laboratories are able to do for them. Since the first of this year, the Director has addressed the following groups on the subject of NCA research:

Association of Pacific Fisheries; New York State Canners and Freezers Association; Wisconsin Canners Association; Indiana Canners Association; the Maryland Section of IFT, which includes personnel from many Tri-State canner-members; Chicago Section of IFT, which includes many personnel from the meat packing industry; and the graduate class in Food Technology at MIT.

In addition, in the interest of public relations and building the stature of the N.C.A. Research Laboratories, he attended the following meetings:

Meeting of the American Meat Institute, in Chicago; annual meeting of Research and Development Associates of the Quartermaster Food and Container Institute, in Chicago; The Nutrition Foundation meeting, at Skytop, Pa.; and the Utah Canners Association's annual meeting, in Salt Lake.

For the first time a booth was set up this year in Convention Hall, at Atlantic City, where N.C.A. research results were illustrated. The booth also served as a central contact point for members who wished to consult with the staff on technical problems. The booth was manned by personnel from both the Berkeley and Washington Laboratories.

Coordination of Contacts with Government Agencies

Through the central office of the Director, the N.C.A. Research Laboratories are being represented as a unit in dealings with government agencies. Frequent contact is made with the Food and Drug Administration by staff members on problems of standards, labeling, etc., and questions that arise outside of Washington are thus channeled through one office even though the contacts are usually made by the head of the Food Standards Division in the Washington Laboratory.

It has been necessary in the interest of the waste disposal problem mentioned previously to have frequent contacts with officials in the Department of Agriculture from the Secretary's office on down. Also contacts were made at the National Institute of Health on this problem which may eventually result in application for a grant from them to conduct research on certain phases of the work.

During the many trips this year every effort has been made to become better acquainted with state and university people who are now working on, or who could work on, canners' problems, and additional contacts of this type are contemplated for the remainder of the year.

State and Local Barriers to Interstate Commerce

By H. Edward Dunkelberger,
Office of Counsel,
National Canners Association

Mr. Austern has asked me to say a few words today on one of the most important problems that the National Canners Association, and member canners, must deal with—state and local barriers to the interstate shipment and marketing of canned foods.

The logical place to begin is the resolution adopted last January at Atlantic City on this subject. Let me read you this resolution.

"Consumer interest in both effective competition and the widest availability of all food products necessitates that any informatively labeled wholesome food be permitted to be sold freely throughout the United States. State or local regulations that impose requirements needlessly extending the adequate protection afforded by federal law serve only to hamper and to impede the free interstate distribution of canned foods. The National Canners Association urges upon all state legislatures, administrative agencies, and local officials these paramount consumer interests. Any state or local regulation that specifies particularized labeling requirements, or prohibits ingredients authorized by federal law, or standardizes products to reflect local preferences, creates unwarranted interstate barriers and defeats the interests of consumers, canners, and growers alike."

The importance of the ideas expressed in this resolution can best be understood by briefly summarizing a recent case involving most, if not all, of the major meat canners.

Health officials in the City of Newark, New Jersey, decided early this year that certain canned meat products—specifically, corned beef hash and chopped ham—did not bear labels that complied with the state food and drug law and the corollary city ordinances. These laws require that all products containing more than one ingredient include a list of the ingredients on the label. The local officials felt that persons on special diets should be fully informed as to the presence of salt, starches and other ingredients.

With this purpose in mind, complaints were filed against all processors whose canned corned beef hash or chopped ham were sold in Newark without a list of the ingredients on the label.

This action was taken despite the fact that the Federal Meat Inspection Division had issued regulations pursuant to the Federal Meat Inspection Act setting forth definitions and standards of identity for corned beef hash and chopped ham. The Meat Inspection Regulations require the listing of ingredients "except in case of products for which definitions and standards of identity have been prescribed." The standards themselves require only the listing of some of the optional ingredients, but not all. Compulsory ingredients need not be listed on the label. These standards are identical in effect and purpose to those formulated under the Federal Food, Drug, and Cosmetic Act, for canned fruits and vegetables.

Here, then, was a conflict between federal and state regulation of the same subject matter. Federal regulations specifically provide that corned beef hash may be shipped and sold without a statement of ingredients on the label if the product conforms to the federal definition and standard of identity. New Jersey law and Newark ordinances make illegal the shipment and sale of corned beef hash unless all ingredients are shown on the label.

This is precisely the situation contemplated in the N.C.A. resolution—if a canner wants to market his product in New Jersey he must do one of two things. He can print special labels for cans going into New Jersey, or he can print all of his labels to conform to New Jersey law. It was pointed out at the trial in Newark that a canner does not know the ultimate destination of any particular lot of canned foods, nor can he control the distribution of the product beyond his own sales to wholesalers. It would seem, therefore, that he must label all his goods to conform to New Jersey law if he wants his product to reach the consumers of that state.

Thus, the federal law is nullified, at least in regard to labeling. Furthermore, the canner is threatened with similar laws in other states setting forth further and different labeling requirements. Compliance with conflicting and varied state label requirements would add untold sums to the cost of production, reduce the interstate marketing of canned foods, and discriminate against the canner who desires to sell his product in more than one state.

It is therefore vitally important that every effort be made to oppose any state law that specifies particularized labeling requirements. Fortunately, the canners have on their side a clause in the Federal Constitution the basic purpose of which was to prevent state activity in conflict with federal law. The Supremacy Clause in Article VI of the Federal Constitution provides that that Constitution and laws of the United States made in pursuance thereof "shall be the supreme law of the land, and the Judges in every state shall be bound thereby, any thing in the Constitution or Laws of any State to the contrary notwithstanding."

The effect of this clause, we contended before the Newark Magistrate, is to strike down the enforcement of any state statute, regulation or ordinance that impairs or conflicts with the federal regulatory scheme. The basic purpose of establishing definitions and standards of identity, whether under the Meat Inspection Act or the Food, Drug, and Cosmetic Act, was to afford a yardstick against which economic adulteration and mislabeling could be measured. The consumer is fully protected in that the standardized name of the product on the label assures him that he is buying a food that conforms to what people expect from that product.

Once the federal government has regulated product labeling and listing of ingredients in this way, we argued that it has preempted the field. States should thereafter be precluded from establishing any regulation of the same subject matter that does not conform to federal requirements. The national interest in the interstate shipment of truthfully labeled wholesome food is supreme to any local interests.

The Newark Magistrate agreed with our argument and invalidated the state and local laws to the extent that they conflicted with the federal regulation. We were somewhat surprised because we did not expect a lower state court to strike down local legislation of this sort.

We were confident, however, that a responsible state supreme court, or the United States Supreme Court, if necessary, would adopt our view. Thirty and forty years ago the Supreme Court was relatively unconcerned with a clash between state and federal laws, and the federal pre-emption precedents from that era represent something less than a complete victory for the Federal Food and Drug Act. In recent years, however, the Court has come to recognize the importance of the Supremacy Clause, and has applied the federal pre-emption doctrine many times to invalidate over-reaching state laws. But there is as yet no modern Supreme Court decision on this point for federal food laws. In fact, we were somewhat hopeful that if we lost in the Newark and New Jersey courts, we could appeal to the Supreme Court for an authoritative decision upholding the supremacy of federal food standards.

Fortunately, many state authorities have come to the same decision as the Newark Magistrate. The New York Court of Appeals did so in a case involving slightly different facts, and the Wisconsin Attorney General did so as recently as 1950.

It is our hope, of course, that state legislatures, enforcement officials, and judges, will recognize the supremacy of federal food regulation, but complete assurance can never be obtained until the United States Supreme Court has passed on the question.

N.C.A. Arranges Public Honors for Canning Crops Champion

The N.C.A. Directors and Association guests who applauded the award of a plaque by Secretary of Agriculture Ezra Taft Benson to 16-year-old James Thomas Wormley of Oswego, Ill., witnessed only a small segment of the total project of honoring the champion of the annual Canning Crops Contest.

This contest is conducted each year jointly by N.C.A. and the National Junior Vegetable Growers Association. Organization of the administrative details of the contest is under the aegis of the Raw Products Research Bureau of N.C.A., with the aid of a specially-appointed Farm Youth Field Force of canners, which in 1957 operated in 23 states. The champion is the finalist from a starting field of about 500 entries.

Young Wormley was first honored and recognized in December, 1957, at the annual convention of N.J.V.G.A., receiving a string of prizes, awards, medals and gifts. He had made the outstanding record of the 1957 contest as a tomato grower for Campbell Soup Company. Wormley is also a two-time winner of the Illinois state championship and received prizes from the Illinois Canners Association.

He and his father were guests of N.C.A. for the three days of the spring Board session. Dr. Edwin A. Crosby, Assistant Director of the Raw Products Research Bureau, arranged a schedule of sightseeing and other attractions, and acted throughout as escort on visits to the Federal Bureau of Investigation, National Bureau of Standards, Bureau of Engraving and Printing, Washington Monument, Jefferson and Lincoln Memorials, and the Capitol. Wormley also spent a half day at the USDA Plant Industry Station at Beltsville, Md.

The publicity phases of the Canning Crops Contest are part of the Consumer and Trade Relations Program, so Wormley was accompanied on his trips by a United Press photographer making pictures of his various appearances for caption releases to farm journals, metropolitan and hometown newspapers, and others. The Dudley-Anderson-Yutzy staff prepared a press release kit for this purpose. The Information Division serviced the trade journals and newspapers with press and radio releases and arranged for interviews with Claude Mahoney on the CBS Farm News network program and for the ABC network show, "The American Farmer." Both of these were broadcast Saturday morning, May 24, and a week earlier Wormley had been saluted on the NBC network, "The National Farm and Home Hour."

Joseph Barish of the N.C.A. legislative staff had arranged for audiences with Senators Dirksen and Douglas of Illinois and Congressman Noah Mason of Wormley's district, and these were held, photographed and press-released.

The young champion conducted himself with dignity and intelligence throughout, and both he and his father made an excellent impression on all they contacted during the visit.

Gerber Honored for 4-H Work

Daniel F. Gerber, president of Gerber Products Company, is one of 11 citizens cited by USDA for outstanding contributions to the nationwide development of the 4-H Club program. The group will receive special honors as "Friends of 4-H" during the 28th National 4-H Conference to be held in Washington June 14-20.

Engraved plaques will be presented in a citation ceremony during the afternoon conference assembly on June 18. Emphasis will be placed upon each recipient's long and valued service to agriculture and to the progress of 4-H Clubs.

The selections for the "Friends of 4-H" awards were announced by the Cooperative Extension Service of USDA.

Canned Fruits under P.L. 480

USDA on May 15 announced issuance of a purchase authorization to Iceland to finance the purchase of $150,000 worth of canned fruit from U. S. suppliers under Title I of P.L. 480.

Authorization No. 40-20 provides for purchase of canned peaches, fruit cocktail (mixed fruits and fruit salad) and cranberries, which must have been processed from fruit grown in the continental U. S.

Sales contracts between suppliers and importers made between May 22 and June 30 will be eligible for financing. Delivery will be to importer f.a.s. vessel U. S. ports. Shipment from U. S. ports must be made by August 30.

Purchases will be made by private Icelandic importers. Additional information in regard to purchasers may be obtained from the Embassy of Iceland, 1906 23d St., N.W., Washington 8, D. C. (telephone Columbia 5-6653).

N.C.A. Issues Charts for Fieldmen's Handbook

In furthering its Canner-Grower Relations Program, the N.C.A. has issued six charts showing trends in raw product production and utilization and canners' costs and profits.

The charts were prepared on recommendations made at the joint meeting of the Raw Products and Canner-Grower Coordinating Committees at the N.C.A. Convention. The material supplements the tables of raw products statistics on production and prices of canning crops which were sent on request to all canners of fruits and vegetables (see INFORMATION LETTER of Feb. 8, page 89).

The new charts are designed for inclusion in fieldmen's handbooks so that they may be used as reference material in discussions with growers. It is hoped that each canner will take advantage of this opportunity to furnish his fieldmen with pertinent information on crops of specific interest to him.

Copies of the charts, with an accompanying order form, have been sent to all those who had requested earlier releases of raw products statistics. Additional copies of the charts may be obtained on request to the N.C.A. Raw Products Research Bureau.

New Director of MSSA

Maj. Gen. Henry R. McKenzie, Executive Director of the Army's Military Subsistence Supply Agency in Chicago, is to retire, and his post in charge of the armed forces' nationwide food buying organization is to be taken by Maj. Gen. Hugh Mackintosh, on August 1.

General Mackintosh is serving now as Assistant Quartermaster General for Administration. During World War II he was responsible for the supply of all equipment to the First Army in Europe, and he has had comparable assignments in Korea in 1951-52 and in Japan, where his command included farms that supplied more than 15 million pounds of fresh salad vegetables each year to Army forces in the Far East.

General McKenzie was one of the organizers of the Market Center System and its chief officer from 1942 to 1945, and has headed the MSSA since 1956. He expects to join the faculty of San Francisco State College as a professor in industrial management.

N.C.A. Endorses September Canned Foods Month Drive

The N.C.A. Consumer and Trade Relations Committee voted unanimously to endorse the campaign "September Is Canned Foods Month," at their meeting Friday, May 23, during the spring session of the Association's Board of Directors.

In addition to giving its blessing to the special campaign, which Chairman R. C. Cosgrove pointed out has been a traditional attitude of N.C.A. as regards all efforts to increase canned foods acceptance, the Committee directed the staff, through its own activities and those of its public relations counsel, Dudley-Anderson-Yutzy, to prepare its releases for publication in September in a manner that will tie in to the special month. Thus, C.&T.R. releases, and those from the Consumer Service, Information, and Statistics Divisions will use the September theme in their copy.

It was directed also that the N.C.A. should publish this announcement in the INFORMATION LETTER and urge members to take advantage of the special drive by tying in their individual sales efforts to the Canned Foods Month.

Macfadden Publications

Esther Foley, home service director for the Macfadden Publications, features two stories on canned foods in the June issue of *True Story* magazine.

The article "Hot soup . . . hot muffins . . . a perfect lunch!" begins: "Why not concoct your own soup recipe? Put together a can of this and a can of that, adjust seasoning to suit your taste." Three soup recipes, two of which were submitted by *True Story* readers, use the following canned foods: consomme, tomato juice, cream style corn and tomato soup. An attractive color photograph shows Pink Consomme and muffins.

"Frankfurters a dinner for man and boy!" gives 10 reader-contributed frankfurter recipes, all using canned foods. Miss Foley introduced the recipes: "Why not begin the season early . . . Combine frankfurters with lima beans, baked beans or corn." Canned foods used in this article include pork and beans, lima beans, whole kernel corn, cream style corn, tomato sauce, ketchup, mushroom soup, tomatoes, and chili sauce. Several of the canned foods were used in more than one recipe. Three of the dishes are shown attractively in a color photograph.

In *True Romance* magazine, another Macfadden publication, Miss Foley's article "Serve a Kitchen Picnic and Have Frankfurters for Supper" features four reader-contributed recipes. Canned foods used are baked beans, pork and beans and cream style corn.

"A Picnic Is Where you Find It" is the title of the article in *True Experience* magazine. Five recipes using canned foods are featured. The canned foods are tomato sauce, kidney beans, consomme, tomato soup, chili con carne with beans, ketchup, and chili sauce.

The American Weekly

In the May 25 issue of *The American Weekly* magazine, food editor, Amy Alden's article "Take It Off the Shelf" says, "When you have an emergency, try one of these good dinners." Each of the four recipes given features one or more canned foods.

Canned tomato sauce, whole kernel corn and frankfurters are used in the recipe Herbed Frankfurter and Corn Casserole. To serve with the casserole, Miss Alden suggests green pea soup and Pineapple Mace Cream, made with canned pineapple. The second menu includes vegetable juice cocktail, Dinner-In-A-Casserole using canned cream of mushroom soup, mixed vegetables, shrimp and lobster, and Marshmallow Peach Jelly made with canned peaches.

The article is attractively illustrated with both a color and black and white photograph.

Canned Vegetable Broadcast

Canned vegetables receive the accent in a May release to the 1,628 broadcasting stations of the United Press Radio Service. The copy, suggesting two salad ideas, was prepared by Dudley-Anderson-Yutzy, public relations counsel for the N.C.A. Consumer and Trade Relations Program, and involved canned succotash or mixed vegetables, onion, sliced beets, grapefruit sections.

In other releases in the same mailing evaporated milk, crushed pineapple, chicken, cranberry sauce, potatoes, asparagus, tomatoes, carrots, and red cherries are canned items mentioned. Estimated listening audience of the stations in the service is 15 million.

The American Home

The article "Take A Can of Ham" in the June issue of *The American Home* magazine begins with a beautiful color photograph of a glazed canned ham garnished with canned peach halves. Five other dishes using canned ham are also shown in smaller color photographs.

Author June Towne, food director, says, "The canned ham will be a special boon for summer holidays and weekends ahead, when refrigerators get jammed to the doors. Although they are ready to eat just as they come from the can, they can be slipped into the oven and readied for a bounteous dinner in a scant hour—the big ones, that is; smaller canned hams take even less time than this.

"A can of ham is a handy item to have on the shelf when one of those glorious sunny days comes along and you suddenly decide to dine out-of-doors. Also, if you've bought a can ahead intending to cook dinner 'al fresco' and rain spoils the plans, the smaller hams will keep on the shelf until another clear day comes along."

In addition to ham and peaches, canned dark sweet cherries, pimientos, and pineapple are used.

Historic Canning Invention

The closed kettle of canned foods processing is the subject of the color picture story featured on the back cover of the May issue of *Steelways*, bi-monthly publication of the American Iron and Steel Institute, which is distributed to approximately 100,000 readers.

For many years *Steelways* has devoted its back cover to outstanding American firsts in invention and the feature is noted for both the quality of its presentation and the originality and authenticity of its information. Research on the current feature was begun in 1951, and assistance was given by the N.C.A. Information Division and The B. F. Shriver Company. The story deals with the invention by Andrew Keiser Shriver and Mark Owings Shriver of the closed kettle and opens with the statement: "America's ability to place canned food, properly prepared and safe from spoilage, within arm's reach of eager millions goes back to 1874 and an iron lid." The caption relates how the Shriver brothers took an iron kettle, passed a steam supply pipe through its true bottom and clamped down the lid to make the vessel steamtight, something no one else had ever done.

Canned Foods Glamourized

The prestige and glamour aspects of canned foods are highlighted in a four-color advertisement of the Wheeling Steel Corporation in the May 10 issue of *Business Week* (circulation 302,343) and the June 7 *Saturday Evening Post* (circulation 5,152,891).

The illustration and text matter are being brought to canners' attention because they are so much in keeping with the principal aim of the N.C.A. Consumer and Trade Relations Program, namely to build prestige for canned foods in the minds of the consuming public. The copy is of the same character as the feature "Connoisseur on Cannery Row" in the February 1, 1956, issue of *Vogue*, which was merchandised under the C.&T.R. Program of that year.

Advance copies have been supplied to members of the N.C.A. Consumer and Trade Relations Committee and additional copies were distributed to officers, Board, Administrative Council, and Committee members in attendance at the spring meeting of the Board of Directors. These separate reprints were made available through the joint courtesy of the Can Manufacturers Institute and Wheeling Steel.

1957 Pack of Sweet Potatoes

The 1957 pack of canned sweet potatoes totaled 4,663,615 actual cases compared with the 1956 pack of 4,426,949 cases, according to a report by the N.C.A. Division of Statistics.

Region	1956	1957
	(*actual cases*)	
Md., Va., and N. J.	2,085,711	2,014,750
La., Miss., and Ala.	1,772,724	1,818,311
Ark., Mo., and Okla.	322,627	375,558
Other states	275,887	454,996
U. S. Total	4,426,949	4,663,615

Other states include Calif., Ga., N. C., Texas, and Puerto Rico.

Domestic Sugar Quotas

USDA on May 19 announced an increase in its estimate of domestic sugar requirements and raised the sugar consumption quotas for 1958 from 8.8 to 8.9 million tons.

This action was taken, USDA said, in view of the changing seasonal production-consumption balance, current market conditions, and distribution to date. Distribution of quota sugar through May 10 this year exceeded distribution during the comparable period of 1957 by approximately 150,000 tons.

Grades for Tomato Juice

The Agricultural Marketing Service of USDA has revised the U. S. standards for grades for canned tomato juice.

Principal change in the standards involves specific procedures for judging color. The revised standards specify disc color references to represent color classification and score point limits. They also prescribe lighting and viewing conditions under which canned tomato juice is evaluated for the factor of color.

In the revised standards canned tomato juice that scores 23 or 24 points for color will not be graded above Grade C, regardless of the total score for the product. This compares with the partial limiting rule of 23 to 25 points in the standards in effect since 1938, which are superseded.

The requirement for viscosity based on the efflux tube viscometer, as proposed by the USDA in January, is not included in the revised standards. This procedure will be given further study during the coming canning season, the USDA said in an announcement.

The revised standards were published in the *Federal Register* of May 24 and will be effective 30 days thereafter.

Green Peas for Processing

The acreage of green peas for processing in 1958 is estimated at 400,400 acres, 17 percent less than the 484,300 acres planted last year and 12 percent below average, according to the Crop Reporting Board of USDA. Both canning acreage and freezing acreage are 17 percent below last year.

The reduction indicated in this report, issued May 22, is larger than the reduction from last year that was indicated in the USDA's March 10 report on intentions. The planted acreage in several states is smaller than that reflected in the intentions report.

The 288,600 acres of peas planted for canning would produce a crop of about 300,000 tons if abandonment is about normal and yields equal to the 1955-57 average are realized. At this level production would be about one-fourth below that of 1957 output for canning.

Under the same assumptions for abandonment and yield, the 111,800 acres of peas planted for freezing would produce a crop of about 130,000 tons, about 18 percent less than the 1957 crop.

California's pea crop has fared badly this year, USDA reported, because of heavy winter and early spring rains. Indicated production is 5,880 tons, a reduction of 57 percent from last year's crop.

State	10-year ave. 1947–56	1957	1958 Preliminary	Percent change from 1957
	(*acres*)	(*acres*)	(*acres*)	
Maine	7,800	7,200	5,500	−24
N.Y.	25,500	16,800	12,500	−26
Pa.	13,500	10,700	7,000	−35
Ind.	3,100	2,600	2,800	+8
Ill.	25,900	31,000	25,600	−17
Mich.	6,100	6,200	5,100	−18
Wis.	130,400	139,700	113,000	−19
Minn.	56,000	63,000	49,100	−22
Del.	2,800	6,100	6,200	+ 2
Md.	9,000	10,500	8,100	−23
Va.	2,200	2,100	900	−56
Idaho	11,900	12,200	11,000	−10
Wash.	64,500	78,000	70,500	−10
Ore.	57,600	67,300	57,300	−15
Calif.	9,700	9,500	6,200	−35
Other states[1]	27,600	21,390	19,620	− 8
U. S. Total	453,600	484,290	400,420	−17
For freezing	116,000	134,770	111,800	−17
East & Central	43,910	34,630	−21
West	90,860	77,170	−15
For canning	337,600	349,520	288,620	−17
East & Central	261,580	208,440	−20
West	87,940	80,180	− 9

[1] Ark., Colo., Iowa, Kans., Mo., Mont., Nebr., N.J., Ohio, Okla., Tenn., Utah, W. Va., and Wyo.

Stocks of Canned Vegetables on May 1 and Season Shipments

Reports on canners' stocks and shipments of canned green and wax beans, lima beans, beets, carrots, corn and peas have been issued by the N.C.A. Division of Statistics, and detailed reports covering the May 1 stock and shipment situation have been mailed to all canners of these products.

	Carryover month	Total Supply 1956–57	Total Supply 1957–58	Canners' Stocks, May 1 1957	Canners' Stocks, May 1 1958	Season Shipments to May 1 1957	Season Shipments to May 1 1958
		(*thousands of actual cases*)					
Beans, green and wax	July	28,778	31,238	6,548	7,617	22,231	23,622
Beans, lima	Aug.	4,805	3,986	1,953	1,270	2,852	2,716
Beets	July	11,980	12,587	4,257	4,431	7,723	8,157
Carrots	July	3,468	3,873	1,373	1,596	2,095	2,277
Corn	Aug.	44,390	43,149	12,812	12,893	31,578	30,256
Peas	June	35,152	41,708	5,941	10,900	29,211	30,808

Mexican Farm Labor Program

A resumption of industry-government discussions of wages and earnings of Mexican nationals employed in agriculture is scheduled for June 12 and 13 between the U. S. Department of Labor and an agricultural wage advisory committee on migrant labor. Following an assurance early in May by the Secretary of Labor that no minimum hourly wage would be established for piece worker jobs performed by Mexican nationals, consideration of other wage policy subjects was postponed.

In calling the forthcoming meeting of representatives of the employers of farm labor, the Labor Department has announced that the purpose of the meeting is "to discuss and resolve the prevailing wage formula, piece rate earning test re equivalent prevailing hourly rate for unskilled agriculture workers, and the use of foreign workers in year-round or skilled jobs."

Members of the industry wage committee are: Keith Mets, Box 237, Holtville, Calif.; William A. Langenegger, Box 503, Hagerman, N. M.; William Hughes, Elsa, Texas; Max C. Henderson, Michigan Field Crops, Inc., Saginaw, Mich.; Al Muldrow, 221 S. Club St., Brownfield, Texas; and Harvey R. Adams, Box 802, West Memphis, Ark.

The meeting of this advisory committee coincides with hearings scheduled by the House Agriculture Committee on legislation to make permanent the authority for the administration of the Mexican labor program.

N.C.A. SQC School

Another in the series of N.C.A. seminars on statistical quality control in canneries was held at the Western Research Laboratory on May 13.

Sixty technologists heard Gordon A. Rowe, University of California agricultural extension service statistician, discuss the problems and techniques of sampling raw fruits and vegetables. Procedures for measuring variability and for calculating sample sizes under various conditions were explained, using figures on canning products in the examples. Also discussed is the need to obtain information that is quickly available and sufficiently accurate for use by production planners. The exchange of ideas was continued informally at a dinner following the afternoon conference.

Conferences on Preventing Product Contamination

Four conferences on "Preventing Product Contamination" will be held in California, Colorado and Utah in June by the N.C.A. Berkeley Laboratory in connection with state and commodity canners groups.

Topics to be covered include FDA regulations and actions, consumer complaints, USDA and other requirements, various types of possible contamination of canned foods, and means of prevention. The program is designed primarily for foremen, foreladies, superintendents and technologists, and will be conducted by Edwin S. Doyle and Norman A. Olson of the Berkeley Lab.

On June 10 Mr. Doyle will lead a discussion of this subject as one feature of the program for the 1958 Olive Technical Conference to he held by the California Olive Association at Casa Munras in Monterey, Calif.

On June 13 the Utah Canners Association and N.C.A. Berkeley Lab will jointly sponsor an all-day conference in the Little Theater, Hotel Utah, Salt Lake City.

On June 16 N.C.A. will conduct an all-day conference at the Public Service Hospitality Room, 33 N. Main St., Brighton, Colo.

On June 18 N.C.A. will conduct another all-day conference at the coffee room of the Kuner-Empson Company, 550 S. 7th St., Grand Junction, Colo.

Tours of N.C.A. Laboratory

A University of California laboratory class in microbiology of foods visited the N.C.A. Western Research Laboratory in Berkeley May 6. Members of the class toured the building and staff members discussed the organization and research program of the N.C.A. and reported on items of special interest to the group.

Twenty-six students from the University's class in sanitary control of foods visited the Berkeley Laboratory in April. They toured the building, and staff members discussed the functions of the N.C.A. and its research department, with special emphasis on the research on processing and on the sanitation program.

Trade Agreements Act

A bill to amend and extend the Trade Agreements Act was reported to the House by the Ways and Means Committee May 21.

The bill, H.R. 12591, would extend the authority of the President to enter into reciprocal trade agreements for five years—to June 30, 1963. Pursuant to such agreements the President would be able to reduce tariff rates existing on July 1, 1958, as follows:

(a) by 25 percent, with no yearly reduction exceeding 10 percent of the duty rate;

(b) by 2 percentage points ad valorem, without any yearly reduction exceeding 1 percentage point; or

(c) to 50 percent ad valorem if an existing rate of duty is in excess of that amount, with no more than one-third of the total reduction occurring in any one year.

For the purpose of compromise, and with the approval of the Administration, the Committee recommended nine provisions that are designed to restrict the President's authority in the trade agreements program. Chief of these would amend the "escape clause" procedure to provide that in cases in which the President has disapproved the recommendations of the Tariff Commission for tariff relief for a domestic industry, the President's action may be overturned by a two-thirds vote of both houses of Congress in a concurrent resolution.

Other restrictive amendments would:

(a) increase the time for "peril point" investigations, which precede trade agreement negotiations, from 120 days to six months;

(b) decrease the time in which the Tariff Commission must conclude escape clause investigations from nine months to six months;

(c) authorize the Tariff Commission to recommend and the President to impose a rate of duty on an item on the free list which has been bound in a trade agreement; and

(d) make it possible for organizations or groups of employees to file an application for escape clause investigation.

The bill will be considered in the House next week under a rule that will permit consideration also of a "protectionist" bill by Representative Simpson (Pa.).

Status of Legislation

Agricultural trade development—S. 3420, to raise Title I authorizations from $4 to $7.5 billion and to extend P. L. 480 for two years, to June 30, 1960, was passed by the Senate March 20. P. L. 480 was the subject of hearings by the House Agriculture Committee May 5-9.

Alaska statehood—H. R. 7999, to provide statehood for Alaska, was reported by House Interior and Insular Affairs Committee June 25, 1957, and was passed by the House May 28. S. 49, Alaska statehood, and S. 50, Hawaii statehood, were reported by Senate Interior Committee Aug. 29, 1957.

Anti-dumping Act—H. R. 6006, to amend the Anti-dumping Act of 1921 so as to facilitate determinations under the Act, was passed by the House Aug. 29, 1957, and by the Senate, with an amendment, May 26.

CCC equity payments—S. 2426 (Ellender of La.), to authorize CCC to acquire title to unredeemed loan collateral without obligation to make equity payments, is pending before Senate Agriculture Committee, and H. R. 11389 (Bentley of Mich.) is pending before House Agriculture Committee.

Customs drawback—H. R. 9919, to amend the Tariff Act of 1930 to extend the privilege of substitution for the purpose of obtaining drawback upon reexportation of all classes of merchandise, was passed by the House Feb. 27.

Farmworkers housing—H. R. 9057, to provide for five-year amortization of housing facilities for farmworkers, was reported by House Ways and Means Committee Aug. 21, 1957.

FDA food additives—H. R. 6747 (Harris of Ark.) and S. 1895 (Hill of Ala.), the Administration-sponsored bill, H. R. 8390 (Harris of Ark.), H. R. 8629 (Wolverton of N. J.) and other food additives bills were the subject of hearings by the Health and Science Subcommittee of the House Commerce Committee in 1957 and April 15-16, 1958. N.C.A. supports H. R. 8390 and H. R. 8629.

Fisheries loan fund—S. 2720, to increase the loan fund authorization from $10 million to $13 million, was passed by the Senate Aug. 20, 1957. S. 3295, to increase the authorization from $10 to $20 million, was reported by the Senate Commerce Committee March 11.

ICC agricultural exemption—H. R. 5823 (Harris of Ark.), to amend the agricultural exemption in sec. 203 (6) (b), was the subject of hearings by the House Commerce Subcommittee on Transportation April 23-25. S. 3778, including the proposal to terminate the exemption for frozen fruits and vegetables, was approved by Senate Commerce Committee May 26.

ICC private carrier definition—H. R. 5825 (Harris of Ark.), to amend the definition of a private motor carrier, as recommended by the ICC, was the subject of a hearing by the House Commerce Transportation Subcommittee April 28-May 1. S. 3778, including the provision intended to stop "buy-and-sell" trucking, was approved by Senate Commerce Committee May 26.

Marketing orders—H. R. 8367 (Sisk of Calif.) is designed to authorize the Secretary of Agriculture to continue marketing orders in effect even after parity is reached. No action scheduled.

Marketing orders, cranberries—S. 1680 (10 Senators from 5 cranberry producing states) and other bills to amend the Agricultural Marketing Agreement Act so as to authorize marketing orders for cranberries for canning, were the subject of hearings by a Senate Agriculture Subcommittee April 20, 1957. N.C.A. opposes.

Mexican farm labor—H. R. 10360 (Gathings of Ark.), to extend indefinitely the authority under P. L. 78, 82d Congress, to import Mexican nationals for employment in agriculture, was the subject of hearings by a House Agriculture Subcommittee Feb. 28-March 3, and will be the subject of a further public hearing June 9-11.

Packers and Stockyards Act—S. 1356 (O'Mahoney of Wyo.), to transfer antitrust jurisdiction over meat packing operations from USDA to FTC, was passed (as recommended by the Agriculture Committee) by the Senate May 15.

Potato marketing and labeling—A number of bills to prohibit the sale of potatoes of a lower grade than U. S. No. 2, under certain conditions, were the subject of hearings by the House Agriculture Committee and by the Senate Agriculture Committee in 1957. N.C.A. opposes application to canning.

Premerger notification—H. R. 7698 (Celler of N. Y.), to require 60 days notice prior to merger of corporations having total book value of more than $10 million, was reported by House Judiciary Committee May 28, 1957. S. 198 was the subject of hearings by the Senate Antitrust Monopoly Subcommittee April 1-2 and 24-25.

Raw product bargaining—S. 1743 and S. 2444 (Aiken), to legalize organized bargaining for agricultural commodities under certain conditions, has been referred to Senate Agriculture Committee; and H. R. 6799 (Bow of Ohio) and H. R. 7507 (Bentley of Mich.) have been referred to House Judiciary Committee.

Robinson-Patman Act—S. 11 (Kefauver of Tenn.) and H. R. 11 (Patman of Tex.), to restrict the good faith defense against a charge of price discrimination, was approved without recommendation, by Senate Antitrust Subcommittee June 21, 1957, and is pending before the Judiciary Committee.

Small Business Administration—H. R. 7963, to make the SBA a permanent agency and to revise its authority, was passed by the House June 25, 1957, and was the subject of a hearing by a Senate Banking Subcommittee May 23.

Trade Agreements Act—H.R. 10368 (Mills of Ark.), to amend and extend the Trade Agreements Act, was the subject of hearings by the House Ways and Means Committee Feb. 17-March 25 and has been the subject of executive hearings during the past two weeks.

Wage-Hour—S. 1853 (Kennedy of Mass.), which includes proposal to eliminate overtime fishery exemption, was approved, without recommendation, by Senate Labor Subcommittee May 7, 1957.

Waste disposal—H. R. 1082 (Byrnes of Wis.), H. R. 2463 (Lipscomb of Calif.), and H. R. 4134 (Simpson of Pa.), to allow rapid amortization of waste disposal facilities and treatment works, have been introduced. N.C.A. supports the proposal, which is before House Ways and Means Committee.

USDA Appropriations

A record large total of $145 million of federal funds would be made available for purchases for the national school lunch program, under terms of the conference report on the USDA appropriations bill for fiscal 1959.

As reported by the conferees May 26, the bill provides $110 million in direct appropriations, $10 million more than last year, and also authorizes the transfer of $35 million in section 32 money for use in the program.

The action of the conference committee, if approved by the House and Senate, would make available $45 million more than was appropriated for the school lunch program for the current year.

USDA has allocated $15 million for direct purchase under section 6 and the balance of its school lunch funds, $85 million, to the states. It is not known at this time how the additional $10 million will be spent.

Research

Conferees instructed USDA in their report that "all items earmarked in both the House and Senate reports shall be carried out by the Department during the coming fiscal year." Thus, $20,000 is appropriated for federal research on pear decline in the Northwest, and $125,000 is approved for cold-hardiness research on citrus.

Poultry Inspection

Funds for the new mandatory poultry inspection program are appropriated to the Agricultural Marketing Service, as the Senate had provided, rather than to the Agricultural Research Service, as the House had preferred. The conference states:

"The conferees have agreed that the new mandatory poultry inspection service may be located under the Agricultural Marketing Service, at the discretion of the Secretary. The conferees feel, however, that the Secretary should give attention to setting up a new combined inspection service or should take such other steps as may be necessary to prevent the creation of duplicate offices and supervisory personnel for the meat-inspection work and the poultry inspection activity. In this connection the conferees direct that additional supervisory personnel in Washington and the field for these activities be held at an absolute minimum and that no new area or district offices be created for either service."

Omnibus Transportation Bill

The omnibus transportation bill, S. 3778, "to strengthen and improve the national transportation system," containing a redefinition of the section 203(b)(6) agricultural exemption and a change in the definition of a private carrier, was approved by the Senate Committee on Interstate and Foreign Commerce May 26.

Carrying the name of Senator Smathers (Fla.), the bill would terminate the exemption for frozen fruits and vegetables and would put their movement by motor truck back under ICC rate regulation. The bill, with this provision, was approved by the Smathers Surface Transportation Subcommittee on April 30 and by the full Senate Commerce Committee this week.

Agricultural Exemption

S. 3778 would write into law an administrative ruling of the ICC which lists a number of agricultural commodities as either "exempt" or "non-exempt" commodities. Inasmuch as the ICC ruling lists canned fruits, canned vegetables, canned fish, and canned meats as "non-exempt" commodities, enactment of this legislation would represent the first Congressional action dealing specifically with the status of these canned food products under section 203(b)(6).

The bill specifies that "frozen fruits, frozen berries or frozen vegetables," which are listed by the ICC as exempt commodities by reason of court decisions, shall be regarded as non-exempt commodities.

Following is the language which the Committe proposes to add to the end of the existing section 203(b)(6):

"Provided, That the words 'property consisting of ordinary livestock, fish (including shell fish), or agricultural (including horticultural) commodities (not including manufactured products thereof)' as used herein shall include property shown as 'Exempt' in the 'Commodity List' incorporated in ruling numbered 107, March 19, 1958, Bureau of Motor Carriers, Interstate Commerce Commission: Provided further, however, That notwithstanding the preceding proviso the words 'property consisting of ordinary livestock, fish (including shell fish), or agricultural (including horticultural) commodities (not including manufactured products thereof)' shall not be deemed to include frozen fruits, frozen berries or frozen vegetables, and shall be deemed to include cooked or uncooked (including breaded) fish or shell fish, whether frozen or unfrozen."

Also, the bill provides that motor carriers who transported frozen foods as exempt commodities will be permitted to continue to do so, under certain circumstances.

Private Carrier Definition

The portion of S. 3778 dealing with the definition of a private carrier was amended by the full Senate Commerce Committee so as to utilize language patterned on court decisions on the subject. The bill would add the following prohibition at the end of section 203(c) of the Act:

"nor shall any person in any other commercial enterprise transport property by motor vehicle in interstate or foreign commerce unless such transportation is incidental to and in furtherance of a primary business enterprise (other than transportation) of such person."

Other Provisions

S. 3778 contains a number of other provisions designed to assist the railroads. Among them is a loan program, establishment of "construction reserve" funds for tax deferrals, and changes in ICC authority which are designed to facilitate rate-making.

The staff of the Senate Committee is preparing a report on the bill, and it is anticipated that the legislation may be introduced as a clean bill, with a new number.

Commerce Appropriations

The House on May 20 passed and sent to the Senate a bill, H. R. 12540, making appropriations for the U. S. Department of Commerce, including the Business and Defense Services Administration and the Bureau of the Census, for fiscal year 1959.

BDSA

The bill provides $6,650,000 for the Business and Defense Services Administration, almost $1 million more than was available to the agency this year. Portions of this increase are allocated to strengthening the industry divisions, expanding work on the dissemination of marketing information and preparation of market studies and reports, more scientific information for small business, and activities in connection with the "executive reserve" program and survival programs

Bureau of the Census

A total of $22,250,000 was voted for the Bureau of the Census. Of the total, $7 million is earmarked for planning and preparatory work on the 1958 Censuses of Business Manufactures, and Mineral Industries.

Weather Bureau

The report of the House Appropriations Committee on the Commerce Department money bill contains the following comment regarding the Weather Bureau:

"During the study of the bill this year the problem of weather forecasting for agriculture was brought to the attention of the Committee. It appears that a continually decreasing emphasis is being given to the need for specialized services to agriculture. The Committee feels, therefore, that it is appropriate to remind the Weather Bureau and the Department of Commerce of the terms under which the Bureau was transferred from the Department of Agriculture to the Department of Commerce in 1940.

* * *

"It is apparent that Weather Bureau Services to the farmer have not kept pace with the science of agriculture. For example, the greatly increased use of insecticides has underlined the importance of rain and dew forecasting.

"In view of the growing importance of this problem the Committee recommends that the matter be studied by the Weather Bureau with the objective in mind of giving proper emphasis to the needs of the farmer for adequate and specialized weather information. The Bureau should, within the amount approved, take steps to provide agricultural forecasting service for the Mississippi Delta in fiscal year 1959."

Forthcoming Meetings

June 3-4—National Canners Association and Wisconsin Canners Association, Technical Conferences on Sanitation and Processing Problems, Marshfield and Fond du Lac

June 8-9—Michigan Canners and Freezers Association, Spring Meeting, Park Place Hotel, Traverse City

June 8-12—National Association of Retail Grocers, 59th Annual Convention, New York

June 12-13—California Olive Association, Annual Technical Conference, Casa Munras, Monterey

June 16-18—Maine Canners Association, 46th Annual Meeting, The Colony, Kennebunkport

June 23-25—Grocery Manufacturers of America, Inc., Midyear Meeting, The Greenbrier, White Sulphur Springs, W. Va.

July 7-25—Annual Canners Technicians School, co-sponsored by N.C.A., Indiana Canners Association, and Purdue University, Lafayette

July 17-18—National Kraut Packers Association, Annual Meeting, Catawba Cliffs Beach Club, Port Clinton, Ohio

July 25—Northwest Canners and Freezers Association, Summer Membership Conference, Columbia Edgewater Country Club, Portland, Ore.

July 27-29—International Apple Association, Inc., 64th Annual Convention, Montreal, Quebec

July 30-Aug. 8—Annual Canners Technicians School, co-sponsored by N.C.A., New York State Canners and Freezers Association, and Geneva Agricultural Experiment Station, Geneva

Sept. 30—Fourth Military-Industry Packaging and Handling Symposium, Washington, D. C.

Oct. 16-18—Florida Canners Association, 27th Annual Convention, Americana Hotel, Bal Harbour

Oct. 23-26—Super Market Institute, Midyear Conference, Ambassador Hotel, Los Angeles

Nov. 4-5—Iowa-Nebraska Canners Association, Canners and Fieldmen's Conference, Hotel Fort Des Moines, Des Moines

Nov. 6—Illinois Canners Association, Fall Meeting, LaSalle Hotel, Chicago

Nov. 10—Wisconsin Canners Association, Annual Convention, Schroeder Hotel, Milwaukee

Nov. 10-12—Grocery Manufacturers of America, Inc., Annual Meeting, Waldorf-Astoria, New York City

Nov. 19-21—Indiana Canners Association, Fall Meeting, French Lick

Nov. 23-25—Pennsylvania Canners Association, 44th Annual Convention, Yorktowne Hotel, York

Nov. 24-25—Michigan Canners and Freezers Association, Fall Meeting, Pantlind Hotel, Grand Rapids

Dec. 1-2—Ohio Canners Association, 51st Annual Convention, Dayton Biltmore Hotel, Dayton

Dec. 4-5—New York State Canners and Freezers Association, 73d Annual Convention, Hotel Statler, Buffalo

Dec. 9—Minnesota Canners and Freezers Association, 52d Annual Convention, Hotel Radisson, Minneapolis

Dec. 13—National Food Sales Conference, National Food Brokers Association, Chicago

Jan. 8-9—Canners League of California, 36th Annual Fruit and Vegetable Sample Cuttings, Fairmont Hotel, San Francisco

Jan. 19-21—Northwest Canners and Freezers Association, 3rd Annual Convention, Multnomah Hotel, Portland, Ore.

Feb. 4-5—Minnesota Canners and Freezers Association, 12th Annual Canners and Fieldmen's Short Course, Hotel Radisson, Minneapolis

Feb. 9-11—Canadian Food Processors Association, Annual Convention, Empress Hotel, Victoria, B. C.

Feb. 21-24—National Canners Association and Canning Machinery and Supplies Association, 52d Annual Convention, The Conrad Hilton, Chicago

March 13-14—Utah Canners Association, 47th Annual Convention, Hotel Utah, Salt Lake City

March 15-17—Canners League of California, 55th Annual Meeting, Santa Barbara Biltmore, Santa Barbara

Wage-Hour Proposal on White Collar Exemption

The N.C.A. has requested the Wage and Hour Administrator to postpone any increase in the salary levels that determine the exempt status of executive, administrative, and professional employees from overtime.

In a proposal published last month the Administrator announced his intention to raise the existing salary levels from $55 a week to $80 a week for executive employees and from $75 a week to $95 a week for administrative employees (see Information Letter of April 12, page 138).

Recognizing that any change in the salary tests made during the active canning season could cause undue and unnecessary hardship, the N.C.A. has requested that the effective date of any amendment be postponed at least until several months after publication and preferably until the end of the industry's yearly seasonal operations.

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